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46-4

Amend/A

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of)
Shamir et. al.) Group Art Unit: 2141
Serial No: 09/583,337) Examiner: Nguyen, Quang N.
Filed: May 31, 2000) Confirmation No. 2396
For: "Methods and Systems for Personalizing)
Internet Browsing and Managing)
Collaborative Browsing Experiences")

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AMENDMENT AND RESPONSE TO OFFICE ACTION

Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450

JONES DAY
Customer No. 36587

March 26, 2004

Sir:

In response to the Office Action mailed on October 27, 2003 (hereinafter the "Office Action"), the Assignee respectfully requests that the above-referenced patent application be re-examined and reconsidered for the reasons stated herein below.

Claim amendments begin on page 2.

Remarks/arguments begin on page 7.